

ラクスル株式会社 セグメント別KPI/ RAKSUL INC. Segment KPI

■ラクスルセグメント/ Raksul Business Segment

・管理会計ベースで算出/ Calculated based on management accounting

・ダンボールワンを除く / Excluding DANBALL ONE

・新収益認識基準数値の取得に合わせ、従前基準単価も一部必要な変更を実施

/ In line with the acquisition of the new revenue recognition standard figures, some necessary changes were also made to the previous Average Revenue per Order

全ユーザー/All Users

従前基準	Previous Accounting Methods	FY2020				FY2021				FY2022		
		1Q 2018/11- 2019/10	2Q 2019/2- 2020/1	3Q 2019/5- 2020/4	4Q 2019/8- 2020/7	1Q 2019/11- 2020/10	2Q 2020/2- 2021/1	3Q 2020/5- 2021/4	4Q 2020/8- 2021/7	1Q 2020/11- 2021/10	2Q 2021/2- 2022/1	3Q 2021/5- 2022/4
年間購入者数	Number of Annual Purchasers	329,935	349,783	351,956	347,366	349,475	352,503	373,263	405,892	-	-	-
年間平均注文回数	Average Number of Orders per Year	3.88	3.89	3.83	3.75	3.74	3.76	3.86	3.90	-	-	-
平均注文単価 (円)	Average Revenue per Order (JPY)	12,026	12,033	12,116	12,540	12,805	13,160	13,197	12,818	-	-	-

新収益認識基準	New Revenue Recognition Standards	FY2020				FY2021				FY2022		
		1Q 2018/11- 2019/10	2Q 2019/2- 2020/1	3Q 2019/5- 2020/4	4Q 2019/8- 2020/7	1Q 2019/11- 2020/10	2Q 2020/2- 2021/1	3Q 2020/5- 2021/4	4Q 2020/8- 2021/7	1Q 2020/11- 2021/10	2Q 2021/2- 2022/1	3Q 2021/5- 2022/4
年間購入者数	Number of Annual Purchasers	329,935	349,783	351,956	347,366	349,475	352,503	373,263	405,892	427,152	451,765	475,497
年間平均注文回数	Average Number of Orders per Year	3.88	3.89	3.83	3.75	3.74	3.76	3.86	3.90	3.94	3.97	3.94
平均注文単価 (円)	Average Revenue per Order (JPY)	11,958	11,971	12,055	12,494	12,760	13,119	13,163	12,781	12,645	12,427	12,320

法人ユーザー/Enterprise Users

従前基準	Previous Accounting Methods	FY2020				FY2021				FY2022		
		1Q 2018/11- 2019/10	2Q 2019/2- 2020/1	3Q 2019/5- 2020/4	4Q 2019/8- 2020/7	1Q 2019/11- 2020/10	2Q 2020/2- 2021/1	3Q 2020/5- 2021/4	4Q 2020/8- 2021/7	1Q 2020/11- 2021/10	2Q 2021/2- 2022/1	3Q 2021/5- 2022/4
年間購入社数	Number of Annual Purchasers	162,428	171,976	175,363	176,471	181,321	183,402	193,267	207,639	-	-	-
年間平均注文回数	Average Number of Orders per Year	5.15	5.18	5.09	4.96	4.93	4.98	5.13	5.21	-	-	-
平均注文単価 (円)	Average Revenue per Order (JPY)	14,672	14,684	14,688	15,034	15,338	15,665	15,717	15,307	-	-	-

新収益認識基準	New Revenue Recognition Standards	FY2020				FY2021				FY2022		
		1Q 2018/11- 2019/10	2Q 2019/2- 2020/1	3Q 2019/5- 2020/4	4Q 2019/8- 2020/7	1Q 2019/11- 2020/10	2Q 2020/2- 2021/1	3Q 2020/5- 2021/4	4Q 2020/8- 2021/7	1Q 2020/11- 2021/10	2Q 2021/2- 2022/1	3Q 2021/5- 2022/4
年間購入社数	Number of Annual Purchasers	162,428	171,976	175,363	176,471	181,321	183,402	193,267	207,639	218,083	227,831	238,390
年間平均注文回数	Average Number of Orders per Year	5.15	5.18	5.09	4.96	4.93	4.98	5.13	5.21	5.27	5.33	5.30
平均注文単価 (円)	Average Revenue per Order (JPY)	14,588	14,607	14,614	14,980	15,271	15,625	15,673	15,275	15,059	14,859	14,753

■ノバセルセグメント/ Novasell Business Segment

従前基準	Previous Accounting Methods	FY2020				FY2021				FY2022		
		1Q	2Q	3Q	4Q 2019/8- 2020/7	1Q 2019/11- 2020/10	2Q 2020/2- 2021/1	3Q 2020/5- 2021/4	4Q 2020/8- 2021/7	1Q 2020/11- 2021/10	2Q 2021/2- 2022/1	3Q 2021/5- 2022/4
年間利用社数	Number of Annual User Companies	-	-	-	131	139	171	154	167	180	193	210
平均放映月数	Average Broadcasting Months	-	-	-	1.96	1.90	1.59	2.02	2.13	2.16	2.23	2.02
月平均単価 (百万円)	Average Monthly Unit Price (JPY, MM)	-	-	-	11.10	11.33	12.86	16.93	18.87	19.51	20.80	18.74

新収益認識基準	New Revenue Recognition Standards	FY2020				FY2021				FY2022		
		1Q	2Q	3Q	4Q 2019/8- 2020/7	1Q 2019/11- 2020/10	2Q 2020/2- 2021/1	3Q 2020/5- 2021/4	4Q 2020/8- 2021/7	1Q 2020/11- 2021/10	2Q 2021/2- 2022/1	3Q 2021/5- 2022/4
年間利用社数	Number of Annual User Companies	-	-	-	131	139	171	154	167	180	193	210
平均放映月数	Average Broadcasting Months	-	-	-	1.96	1.90	1.59	2.02	2.13	2.16	2.23	2.02
月平均単価 (百万円)	Average Monthly Unit Price (JPY, MM)	-	-	-	3.32	3.70	4.41	5.53	5.73	6.28	6.84	6.50

■ハコベルセグメント/ Hacobell Business Segment

・ハコベルコネク (SaaS)を除く/ Excluding Hacobell connect (SaaS)

従前基準	Previous Accounting Methods	FY2020				FY2021				FY2022		
		1Q	2Q 2019/2- 2020/1	3Q 2019/5- 2020/4	4Q 2019/8- 2020/7	1Q 2019/11- 2020/10	2Q 2020/2- 2021/1	3Q 2020/5- 2021/4	4Q 2020/8- 2021/7	1Q 2020/11- 2021/10	2Q 2021/2- 2022/1	3Q 2021/5- 2022/4
利用顧客数	Number of Clients	-	4,229	3,900	3,620	4,059	4,353	4,812	5,373	-	-	-
ARPU (千円)	ARPU (JPY, K)	-	518.5	582.6	603.5	535.1	578.0	545.1	537.5	-	-	-

新収益認識基準	New Revenue Recognition Standards	FY2020				FY2021				FY2022		
		1Q	2Q 2019/2- 2020/1	3Q 2019/5- 2020/4	4Q 2019/8- 2020/7	1Q 2019/11- 2020/10	2Q 2020/2- 2021/1	3Q 2020/5- 2021/4	4Q 2020/8- 2021/7	1Q 2020/11- 2021/10	2Q 2021/2- 2022/1	3Q 2021/5- 2022/4
利用顧客数	Number of Clients	-	4,229	3,900	3,620	4,059	4,353	4,812	5,373	4,970	4,567	4,157
ARPU (千円)	ARPU (JPY, K)	-	517.8	581.9	603.0	534.8	577.8	544.6	537.0	616.2	635.2	748.8